



KSHB-TV

ORDER

Print Date 08/13/12 Page 1 of 2

Flight Dates **08/10/12-08/17/12**

Contract / Revision **307558 /**
Original Date / Revision 08/13/12 08/13/12
Advertiser **McCaskill / Democrat / Sena**
Agency **Media Strategies and Resea**
Buying Contact
1580 Lincoln Street
Suite 510
Denver, CO 80203

Product
Kansas City
Agency Com 15%
Billing Contact
1580 Lincoln Street
Suite 510
Denver, CO 80203
Sales Office KSHBN
Sales Region NAT
Agency Ref

Order Sep 00:20:00
Estimate # **11597**
Alt Order #
Billing Type Cash
Order Type GENERAL
Billing Cycle EOM/EOC
Billing Calendar BROADCAST
Demographic A25-54
Rev Codes POL POL CAND
Product Codes PL
Priority P-3
Advertiser Ref

Primary Account Executive
 Mike Wang

Account Executive	Order%	Start Date	End Date
Mike Wang	100%		

Order Share %	Market Value	
Competing Station	% of Order	Amount
CABLE	%	
KCPT	%	
KCTV	%	
KCWE	%	
KMBC	%	
KMCI	%	
KPXE	%	
KSMO	%	
UNKWN	100%	
WDAF	%	

Order Totals

Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
August 2012	29	\$42,967.50	\$50,550.00	0.00	07/30/12	08/17/12	29	\$42,967.50	\$50,550.00
Totals	29	\$42,967.50	\$50,550.00	0.00					

													Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
1	KSHB	08/13/12	08/16/12	NBC Action News at 6a	CM	6-7a	M-WT---	1:00	3	\$800.00	P-2	0.00 NM	3	\$2,400.00
NBC Action News at 6a														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>			
Week:		08/13/12	08/19/12	M-WT---			3		\$800.00		0.00			
2	KSHB	08/13/12	08/17/12	Today Show	CM	7-9a	MTW-F--	1:00	4	\$1,000.00	P-2	0.00 NM	4	\$4,000.00
Today Show														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>			
Week:		08/13/12	08/19/12	MTW-F--			4		\$1,000.00		0.00			
3	KSHB	08/16/12	08/16/12	M-F 11a-12p	CM	11a-12p	---T---	1:00	1	\$250.00	P-2	0.00 NM	1	\$250.00
M-F 11a-12p														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>			
Week:		08/13/12	08/19/12	---T---			1		\$250.00		0.00			

